

## **CLAIMS**

What is claimed is:

1. A method for assigning a device identifier to a device, the method comprising:
  - receiving a request for the device identifier at a server;
  - obtaining the device identifier;
  - marking a status of the device identifier as pending;
  - sending the device identifier to the device;
  - marking the status of the device identifier as in use after receiving an acknowledgment from the device; and
  - sending a confirmation to the device after the acknowledgment is received.
2. The method of claim 1, further comprising:
  - receiving a second acknowledgment from the device; and
  - sending a second confirmation to the device.
3. The method of claim 1, further comprising managing a set of device entries at the server, wherein each of the set of device entries includes a device identifier, a status, and correlation data, and wherein the request includes correlation data for the device.
4. The method of claim 3, wherein the correlation data includes a device type and user data.

5. The method of claim 3, wherein each of the set of device entries further includes a timestamp, the method further comprising setting the timestamp when the status is marked as pending.

6. The method of claim 1, wherein the obtaining step includes:

providing correlation data at the server;

generating at least one device identifier based on the correlation data before the request is received;

marking the status of the generated at least one identifier as unused; and

locating one of the at least one device identifier having a status marked as unused after the request is received using the correlation data for the at least one device identifier and correlation data in the request.

7. The method of claim 1, wherein the obtaining step includes generating a device identifier after receiving the request using correlation data in the request.

8. The method of claim 1, further comprising marking the status of the device identifier as unused if the acknowledgment is not received after a time out period.

9. The method of claim 1, further comprising:

reusing the device identifier for another request received from another device after a time out period has elapsed; and

sending a rejection to the device if the acknowledgment is received after the time out period has elapsed.

10. A method of obtaining a device identifier for a device, the method comprising:
  - sending a request for the device identifier to a server;
  - sending an acknowledgment to the server after receiving the device identifier from the server; and
  - using the device identifier after receiving a confirmation from the server.
11. The method of claim 10, wherein a timestamp is also received from the server, and wherein the acknowledgment includes the device identifier and the timestamp.
12. The method of claim 10, wherein the request includes correlation data.
13. The method of claim 12, wherein the correlation data includes a device type for the device and user data for a user of the device.
14. The method of claim 10, further comprising sending a second acknowledgment to the server if the confirmation has not been received after a time out period.

15. A system for assigning a device identifier to a device, the system comprising:

- an assignment system for managing an assignment of the device identifier at a server, wherein the assignment system obtains the device identifier in response to a request, marks a status of the device identifier as pending, and marks the status of the device identifier as in use in response to an acknowledgment of the device identifier from the device; and
- a server communication system for sending the device identifier to the device, sending a confirmation to the device after the acknowledgment is received, and for receiving the request and the acknowledgment from the device.

16. The system of claim 15, further comprising:

- a request system for obtaining the device identifier from the server, wherein the request system generates the request and the acknowledgment;
- a device communication system for sending the request and the acknowledgment to the server, and for receiving the device identifier and the confirmation from the server; and
- an identifier system that uses the device identifier after the confirmation is received.

17. The system of claim 15, further comprising:

- a management system for managing a set of device entries, wherein each of the set of device entries includes a unique device identifier, a status, and correlation data, wherein the request includes correlation data for the device; and
- a comparison system for obtaining one of the set of device entries based on correlation data for the device.

18. A program product stored on a recordable medium for assigning device identifiers, which when executed comprises:

- program code for receiving a request for the device identifier at a server;
- program code for obtaining the device identifier;
- program code for marking a status of the device identifier as pending;
- program code for sending the device identifier to the device;
- program code for marking the status of the device identifier as in use after receiving an acknowledgment from the device; and
- program code for sending a confirmation to the device after the acknowledgment is received.

19. The program product of claim 18, further comprising:

- program code for sending the request to the server;
- program code for sending the acknowledgment to the server after receiving the device identifier from the server; and
- program code for using the device identifier after receiving the confirmation from the server.

20. The program product of claim 18, further comprising:

- program code for reusing the device identifier for another request received from another device after a time out period has elapsed; and
- program code for sending a rejection to the device if the acknowledgment is received after the time out period has elapsed.